

What if I can't finish every survey on time?

We understand that occasionally life just gets too hectic. It will be important for you to complete the surveys when you receive them so that your baby will be the right age. But if you are late with a survey, it's best to go ahead and send it when you can. You will receive a gift for every survey we receive from you.

What if I lose one of the surveys?

If you lose one of the surveys, call us at 1-800-745-4267 and we will send you a replacement right away.

Are there rewards/incentives?

Becoming a part of Project FIRST, you will receive a gift each time you return a questionnaire to us.

How do I know that you'll protect my privacy?

Project FIRST has been approved by the FDA, which has found that our privacy protections are strong enough to assure that you will not be identified in any results. We are required by both our rules and the FDA privacy protections to keep all identifying information strictly here at Synovate and not to give out to any one any information that could allow you to be identified.

Our pledge to you and to all of our panelists is that:

You will never be asked to buy anything or contribute to any organization.

We will never sell or send your name (or any other information) to another party that might want to sell you anything.

Any information you provide will be combined with responses given by others. Individual information will always be kept strictly confidential.

Should you decide not to participate in a particular study or discontinue your Panel membership, we will respect your decision to do so.

Enrollment is FREE. To ensure that you are involved at every step of Project FIRST, we need your current telephone number, which we have asked for on the questionnaire.



Are you...

...willing to be a part of a special group of expecting women?

...willing to share your experiences as an expecting and new mother?

...willing to participate in an important research study that will really make a difference in the lives of future new mothers and babies?

If you answered 'yes' to the questions above, then complete the enclosed questionnaire to become a member of **Project FIRST!**

What is Project FIRST?

Project FIRST (Feeding Infants Research Study) is a 15 month research study of mothers-to-be and mothers of babies. The study will ask about your pregnancy and how you are feeding and caring for your baby during the baby's first year. The information you provide will be used to help the Food and Drug Administration (FDA) understand the real-life experience of feeding and caring for a baby and to help them develop programs for other new mothers. By becoming a member of Project FIRST, you'll be part of a very special community of women throughout the United States, and we'll send you a gift for every questionnaire we receive from you.

Why is the FDA collecting this information?

The people who work at the FDA are dedicated to safeguarding and improving the health and well being of mothers and children. The FDA ensures the safety of all types of baby foods and most other foods, and it regulates breast pumps. The FDA also educates the public about healthy habits. Learning as much as they can about how today's moms care for their babies helps FDA understand how their policies affect mothers and babies and helps them develop programs that will meet the needs of future moms and babies.

Who uses this information?

Information about the mom's real-life experiences of caring for and feeding their babies helps FDA understand what foods mothers are feeding their babies, when they make feeding changes, why they make feeding choices, and where they go to learn more about feeding babies. And, because Project FIRST collected this same kind of information about 10 years ago, FDA can compare the experiences of a new generation of mothers with those of mothers in the past.

Why am I being asked to participate?

The FDA selected Synovate to conduct this study because of the many different kinds of women who make up the Synovate Consumer Panel. One of the major goals of Project FIRST is to collect information from all kinds of moms across the United States, including those who work and those who stay home after their baby has been born, those who have other children and first-time moms, and those who formula feed and those who breastfeed their baby. The more moms that join Project FIRST, the better the results will show the experiences of all types of mothers.

What kind of commitment is involved?

The last months of pregnancy and the first months of a baby's life can be one of the most hectic times women face, and we promise to make participating in Project FIRST during your baby's first year as easy as possible for you. We will need to know when your baby is born, so we will call you about the time you expect to deliver. After that, all surveys will be by mail. Because we want detailed information, we will ask you to update us nearly every month until your baby is a year old. After the first few surveys, filling them out should not take much time because many of the questions are the same. It will take most people between 10 and 30 minutes to fill out each survey, depending on how many of the questions apply to your situation. You will also have an opportunity to answer a survey about the foods you eat while you are pregnant and a few months after your baby's birth.